

SEP 14 1942

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FRANCES HUGHES, *Editor*

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK BEGINNING MONDAY, SEPTEMBER 14, 1942

N. Y. PUBLIC SCHOOLS OPEN TODAY.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On 10 A.M.	FALL COLLECTION IN KEEPING WITH TIMES No Press Showing this year owing to the war. But a daily showing of Custom-Made and Ready-to-Wear fashions designed by Madame Lyne, formerly of Paris. Press by appointment. Contact: Nona McAdoo Taylor, PL. 3-5191.	CHEZ NINON	785 FIFTH AVENUE
Just Published	NEW BOOK: "THOSE EN- DURING YOUNG CHARMS" "There's no reason on earth why the modern woman shouldn't turn middle life into a gay and gallant adventure", says Ruth Hooper Larison in her book, "Those Enduring Young Charms", and selects Miss Jessica Ogilvie, of the Ogilvie Sisters, as typical of the mature woman's charm as to her hair, figure and clothes. This book gives sound and understanding advice on every phase of personal grooming for the woman "rounding forty". At all book stores, \$2.75.	HARPER & BROTHERS	49 EAST 33RD STREET
Monday Sept. 14 9:30 A.M. Breakfast	ANNUAL FALL SHOWING OF OCCUPATIONAL SHOES Designed for present day activity, Julius Grossman presents WPB regulated shoe fashions at a breakfast press showing. Press by invitation. Pub- licity: Arlene Wolf (Bert Nevins Associates), 50 East 42nd St., MU. 2-9085.	JULIUS GROSSMAN	415 FIFTH AVENUE
Monday Sept. 14 10-12 A.M., 2:30-4:30, 6:30-8:30	5-DAY WONDER COURSE FOR SELF-REHABILITATION Each Monday, a five-day complete course in beauty education will be begun anew at this beauty salon aiming thus to offer to the public the shortest and most inexpensive course of its kind (\$15.00). Two hours per day. Time elective: morning, afternoon or evening. Mala Rubinstein will direct personal analysis, fashion clinic, voice correction, posture and exercises. Examination by physician is included. Contact: Wonder Course Secretary, EL. 5-2100.	HELENA RUBINSTEIN	SALON 721 FIFTH AVENUE
Monday Sept. 14 10:30 A.M. Viennese Breakfast	PRESS PREVIEW: 1942 FALL FUR COLLECTION Penizek, formerly of Vienna, will present a collection of budget, medium and high-style furs of every kind. Special feature: something new-cotton - has been added to furs. Commentated by Virginia Jewel, Cotton Textile Institute. Press strictly by invitation. Pub.: Constance Hope, PL. 3-3390.	M. P. PENIZEK, INC.	ONE WEST 57TH STREET 5TH FLOOR
Monday Sept. 14 10:30 A.M.	SECOND FALL COLLECTION Ben Reig presents his second Fall Collection of dresses shown daily, be- ginning Mon., Sept. 14th. For appointments, contact: Ben Reig, CH. 4-1542.	BEN REIG, INC.	498 SEVENTH AVENUE
Monday Sept. 14 1:00 P.M. Luncheon	1ST OFFICIAL FALL FASHION LUNCHEON Fall Fashions will be exhibited to Roof lunchers. Open to public. Luncheon, a la carte. Press by invitation. Dir. of Fashion Shows: Mary Alice Rice, PL. 3-4500.	FRANCES BROOKS (548 MADISON AVE.)	ST. REGIS HOTEL ROOF 5TH AVE. AT 55TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 14 2:30- 5:00 P.M.	PRESS SHOWING: FALL COLLECTION The Tailored Woman invites the Fashion Press to the informal showing of their Fall Collection from 2:30-5:00 P.M. in the 2nd floor Salon. The same event repeated for the public on Wed., Thurs., and Fri., Sept. 16, 17, and 18th from 2:30 P.M. Publ.: Belle Irene Gillis, PL. 5-2500.	THE TAILORED WOMAN	742 FIFTH AVENUE 2ND FLOOR SALON
Monday Sept. 14 3:00- 7:00 P.M.	PREVIEW: SCULPTOR'S GUILD EXHIBIT Representative pieces by sculptors of United Nations and Latin-American nations including loan collections from several fine museums, will have a formal debut on the 7th floor Terrace Roof. Under sponsorship of ambassadors and ministers of North and South America. Opens to public Tuesday, Sept. 15-Oct. 15. Admission fee, 10¢. Publ. Louis Slobodkin, CH. 2-7542.	SCULPTOR'S GUILD INC.	INTERNATIONAL BUILDING ROCKEFELLER CENTER
Mon. 9/14 4:00 P.M.	PRESS PREVIEW: READY-TO-WEAR COLLECTION OF BERGDORF GOODMAN CANCELLED.		
Monday Sept. 14	ENTIRE NEW COLLECTION OF DRESSES Kane-Weill presents new Collection of Dresses in advance new Winter pastel shades. Beginning, Monday, Sept. 14th. For appointments, contact LO.5-3041.	KANE-WEILL	498 SEVENTH AVENUE
Week of Monday Sept. 14	DISPLAY OF BRIDES- MAIDS' DRESSES The Clothing Department of the Traphagen School opens its Fall Term with an exhibit of Bridesmaids' Dresses which won honors in a "Bride's Magazine" contest. Designed by students of the School, and manufactured by Sealoveseilig, Inc. Courses in Draping, Pattern-making, Dressmaking and Millinery start this week and next. For information: Registrar, Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
Tuesday Sept. 15 9:30 A.M. Breakfast	PRESS BREAKFAST PRE- VIEW: FALL COLLECTION As curtain-raiser for Fall, De Pinna will present new Fall Collection to members of the Fashion Press invited to breakfast. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	650 FIFTH AVENUE
Tuesday Sept. 15 11:30 & 2:30 P.M.	ANNUAL FALL FASHION COLLECTION Linking its first Fall showing with its 117th anniversary, this store will dramatize both events. Old traditions will contrast new fashions. The same event repeated at 7 P.M. on Sept. 17th in the Hempstead store, and on Fri., Sept. 18th, 2:30 P.M. in the New Rochelle store. Open to Press and public. Publicity: Jeanne Pierre, CA. 5-2300.	ARNOLD CONSTABLE	5TH AVE. AT 40TH ST. 3RD FLOOR
Tuesday Sept. 15 12 Noon (Note new time)	HATS IN THE 1942 FALL STRIDE Certain to launch surprises and top any previous shows, the Lilly Daché hat showing is open to the Press, strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHÉ	78 EAST 56TH STREET PENTHOUSE
Tuesday Sept. 15 2:00- 5:00 P.M.	FALL HAT COLLECTION Mme. Pauline presents her new Fall Hat Collection to members of the Fashion Press and retail Trade, by appointment. Contact: Mme. Pauline, WI. 2-8922.	MME. PAULINE	6 EAST 53RD STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 15 2:00- 6:00 P.M.	PRESS PREVIEW: TWO EXHIBITIONS Museum of Modern Art presents a Press preview of two exhibitions assembled by the Museum's Dept. of Circulating Exhibitions: MODERN SCHOOL ARCHITECTURE, and HOW TO MAKE A PHOTOGRAM. Exhibits open to the public, Wed., Sept. 16th and will close Oct. 18th. Publ.: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Tuesday Sept. 15 2:30 P.M.	"FASHIONS FOR VICTORY" STYLE SHOW Gala first showing of Loeser's new Fall Fashions at this suburban hotel. Open to Press and public. Publ.: Rose Rulnick, Fash. Dir., TR. 5-8100.	FREDERICK LOESER & CO. BROOKLYN	GARDEN CITY HOTEL GARDEN CITY, L. I.
Tuesday Sept. 15 3:30 P.M.	GARDEN PARTY AND STREET FAIR As a benefit for British Seamen, the public is invited to visit the private gardens of Turtle Bay and to participate in a Street Carnival. Featured will be boxing bouts, giant grab barrel, movies, refreshments. Jan Struthers (author of "Mrs. Miniver") will pour tea in Katharine Hepburn's garden. Tickets, \$1.65, including inspection of gardens and tea, obtainable from Mrs. P. Albert Stilwell, B.W.R. Society, 730 5th Ave., CI. 7-2300.	BRITISH WAR RELIEF SOCIETY, INC.	TURTLE BAY AREA 48TH BET. 2 & 3RD AVE.
Tuesday Sept. 15- Oct. 31	EXHIBITION OF WORKS BY FREDERIC REMINGTON An exhibition of Frederic Remington's works including bronze statuettes; prints of Western scenes; and well-known oils. Shown simultaneously, a collection of Chinese Woodblock Prints, from Museum's own collection. Open to public. Admission, free. Publ.: Alice Merriam or Miss Green, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.
Wednesday Sept. 16 9:30 A.M. Breakfast	PRESS BREAKFAST & PREVIEW English weaves, American designed sportswear and casual coats, dresses, suits will be shown against a setting of imported English tweeds. Styles are Mr. Clarke's selection, supplemented by a few of his own design. Press cordially invited. Contact: Arundell Clarke, CI. 6-8660.	ARUNDELL CLARKE	15 WEST 50TH STREET
Wednesday Sept. 16 10:30 A.M., Sept. 17 10:00 A.M.	SEMI-ANNUAL LEATHER SHOW AND STYLE CONFERENCE Wed., Sept. 16, 10:00 AM--Formal Opening of Style Con., Grand Ballroom, 3 fl. 2:30 PM--Men's Shoe Style Comm. Meeting, Jade Room, 3 fl. 2:30 PM--Children's Shoe Style Comm. Meeting, Astor Gallery Thurs., Sept. 17, 10:00 AM--Women's Shoe Style Comm. Meeting, Jade Room, 3 fl. New Spring shoe fashions and new shoe problems will be presented and discussed at this Semi-Annual Conference. Speakers on opening program include Harold F. Volk, Pres., NSRA; Dr. Merrill A. Watson, Exec. V.P., Tanners' Council of America; A.J. Spring, Chief Shoe Div., WPB; Dr. Merle Fainsod, Dir., Retail Trade & Services Div., O.P.A., and Mrs. Carmel Snow, Ed., Harper's Bazaar. Contact: for Tanners' Council, Mr. J.L. Nelson, BE. 3-0494, for NSRA, Mr. Lee Langston, AS. 4-9515.	TANNERS' COUNCIL & NATIONAL SHOE RETAILERS ASSOC.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST. GRAND BALLROOM, 3 FL.
Wednesday Sept. 16- Sept. 18 All Day	SHOW PRODUCTS STYLE EXHIBIT Across the way from the Tanners' Council and National Shoe Retailers Style Exhibit at the Waldorf, will be a similarly streamlined showing of allied shoe products, findings, and substitutes, held by the Allied Shoe Products and Style Exhibitors. Open to Trade. No door admission. Publicity: Mr. C. R. Heyde, 47 W. 34th St., WI. 7-7943.	ALLIED SHOE PRODUCTS AND EXHIBITORS	HOTEL BELMONT PLAZA LEXINGTON AT 49TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 16- Sept. 18	OPENING SESSION Prior to regular classes, this school opens its 6th year with orientation lectures by Walter Hoving, Pres., Lord & Taylor; Louise Paine Benjamin, Beauty Ed., Ladies Home Journal; Tobe, Julia Coburn and Clayton Gibbs, Curriculum Coordinator of the school. These lectures are open only to registered students. Regular classes begin Sept. 21st. Contact: Registrar: PL. 3-0773.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	ONE WEST 57TH STREET
Wednesday Sept. 16 11:00 A.M.	PRESS PREVIEW: DELMAN FALL SHOE-ORIGINALS Herman Delman will present new Collection of Fall Originals to the Fashion Press, strictly by invitation. Publicity: Viola Shefer, PL. 3-2116.	HERMAN DELMAN	DELMAN SHOE SALON 754 FIFTH AVENUE
Wednesday Sept. 16 12:15 P.M. Sharp	1ST MEETING OF FALL SEASON Discussion of immediate problems affecting advertising executives, such as government regulation of advertising, store sales of war bonds and stamps, rules applying to gifts for men in the service, and Christmas problems. Open to members only. Contact: Lois Munn, James McCreery & Co., WI. 7-7000.	RETAIL ADVERTISING EXECUTIVES CLUB	HOTEL NEW YORKER 4TH FLOOR
Wednesday Sept. 16 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION This socialite who has a loyal following among society women, is showing a preview of Fall day-time suits, dresses, and dinner and evening gowns. Press cordially invited to attend. Publicity: Carrie Munn, EL. 5-0017.	CARRIE MUNN	640 MADISON AVENUE
Wednesday Sept. 16 2:30 P.M.	FALL & WINTER FASHION SHOW Custom-Made Originals and Ready-to-Wear styles from gown, coat, suit and fur Collections. Open to Press and Public. Publ.: Kay Merrill, CO. 5-2837.	STEIN & BLAINE	15 WEST 57TH STREET
Wednesday Sept. 16 3:30 P.M.	SUBURBAN FALL FASHION SHOW This is the repeat, for the Long Island Shop, of the big Fall show in the Fifth Ave. store on Sept. 10. Open to customers by invitation. Always eagerly attended by local Long Islanders. Publicity: Eleanor Howard, WI. 7-3300.	LORD & TAYLOR	MANHASSET, L. I.
Wednesday Sept. 16 4:00 P.M.	FALL COLLECTION MILITARY FLAVOR An unusual collection with a patriotic flavor accenting the past and present military aspects of Colonial Virginia. The charm of Williamsburg and tradition of Fredericksburg, plus crisp present-day military life have inspired the new Zoe de Salle Collection. Open to Fashion Press and a few favorite clients. Contact: Zoe de Salle, PL. 3-0397.	ZOE DE SALLE	18 EAST 53RD STREET
Wednesday Sept. 16 4:30 P.M.	AWARD OF WARDROBES IN FOOTBALL CONTEST Arnold Constable will award wardrobes to holders of Lucky numbers at a college football contest. Upon registering--at the New York store in the Restaurant, 6th floor; New Rochelle and Hempstead stores, in the College Shops, each girl deposits her ticket in a football. A Broadway celebrity picks the winning ticket from the football, and the holder receives a wardrobe. An informal presentation of college fashions will be shown. Open to Press and Public. Publicity: Jeanne Pierre, CA. 5-2300.	ARNOLD CONSTABLE	NEW YORK, NEW ROCHELLE, AND HEMPSTEAD STORES

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 16 6:00 P.M.	PRESS PREVIEW: NEW SERVICE FOR BUSINESS WOMEN Franklin Simon is undertaking to supply "all the answers" to business women from now on - a new service which offers advice without charge, by appointment, to war workers and careerists who have to make the most of every shopping minute. Luncheon hour consultations will be featured especially, and luncheon trays will be served at nominal prices during fittings. Mrs. Mildred Kaldor will be consultant on this service, and will direct trained staff which will shop with and for business women with limited time and limited funds. Wardrobes will be assembled in advance and customers fitted in attractive special fitting rooms. Service includes a record file where customers' measurements and preferences will be recorded so that she may shop by phone after the initial consultation. Round-Up Lounge where the service will function, will contain bulletin boards listing all voluntary war jobs that business women can fill after working hours. A war-time career board, composed of leading women in vocational services, will meet once a month to answer questions on all voluntary war-time occupations. Business girls will be encouraged to meet their "dates" outside the Round-Up Lounge and can avail themselves of a special Franklin Simon "date service" which includes a bubble bath, alcohol rub and shower for girls wanting to be flower-fresh before they put in an appearance. Date service available every evening from 5 to 6 P.M. Press preview includes special fashion skit and tea catered by Sherry's. The "all the answers" service opens officially to the public with a fashion show on the following day, Thurs., Sept. 17th at 6 P.M. Publ.: Mrs. Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	ROUND-UP LOUNGE 4TH FLOOR
Wednesday Sept. 16 8:00 P.M.	ANNUAL FALL FASHION GALA Gertz, one of Long Island's biggest department stores, keys its Fall styles to theme of "Fashions to fit present day needs". Open to Press and customers by invitation. Publ.: Dir., Harold Merahn, JA. 6-6800.	GERTZ DEPT. STORE	JAMAICA AVE. AT 162ND JAMAICA, L. I.
Thursday Sept. 17- Sept. 19 9:00 A.M.	40TH ANNUAL PIPING ROCK HORSE SHOW This large, widely patronized out-door exhibition of horses, hunters, and drivers will benefit the Armed Emergency Relief with gross receipts from this three-day sports and society event. Luncheons and dinners, new Fall fashions and other gay attractions make this a social must for the smart horsey set. Special feature: ringside boxes for carriages and other horse-drawn vehicles along-side car parking spaces. Admission, \$1.10. Contact: Miss Marguerite Henry, HA. 2-7200.	PIPING ROCK HORSE SHOW ASSOC.	LOCUST VALLEY LONG ISLAND
Thursday Sept. 17 10:30 A.M.	PRESS PREVIEW: NEW LYOLENE COLLECTION Helene Lyolene's third Collection for Madame et la Jeune Fille, presented, by invitation, to the Fashion Press. Publicity: Mrs. Potter, PL. 3-1087.	MADAME ET LA JEUNE FILLE	30 EAST 54TH STREET
Thursday Sept. 17 11:00 A.M.	PRESS PREVIEW: CUSTOM-MADE ORIGINALS Knize, formerly of London, internationally known for quality fashions and fine tailoring, will preview "Custom-Made Originals for Fall" to the Fashion Press. Strictly by invitation. Publicity: Viola Shefer, FL. 3-2116.	KNIZE	20 EAST 56TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 17 12:30 P.M. Luncheon	FALL FASHION DISCUSSION "The Order of the Day - Customers, Price Lines, Merchandising" will be discussed by the ready-to-wear, accessories, millinery and fabrics divisions. Speakers: <u>Madelyn P. Coe</u> , Fashion Coordinator, J. L. Hudson, Detroit, on " <u>Department Store, war Industry City</u> "; <u>Adele Elgart</u> , Executive Director, Specialty Stores, on " <u>Specialty Shops</u> "; <u>Helen Faith Keane</u> , Fashion Director, Chicago Mail Order, on " <u>Mail Order and Chain Stores</u> "; and <u>Esther Lyman</u> , Merchandise Editor, Harper's Bazaar, on " <u>Future Indicative</u> ". Luncheon, \$1.35. For reservations, call: CI. 7-1734.	FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
Thursday Sept, 17 12:30 P.M. Luncheon	SECOND FALL LUNCHEON OF NEW YORK PUBLICISTS Each week, press agents and public relation-ists gather at a luncheon for their members and guests and listen to a speaker on timely topics. Speaker of this session will be Russell Wilks, Manager of Publicity for U. S. Rubber Co. Open to members and guests. Publ: Mr. Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	BELMONT-PLAZA HOTEL CASINO-IN-THE-AIR
Thursday Sept. 17 1:00 P.M. Luncheon	LUNCHEON SHOWING: FALL FASHIONS Jaeckel Inc., (10 E. 57th St.) presents late Fall and early Winter Furs to harmonize with thrilling ensembles by Lillian Sloane Inc., (461 Park Ave.), including hats, bags, and gowns. Open to public. Luncheon, \$2. Press by invitation. Publicity: Alma Zaiss, PL. 3-1740, ext. 410.	JAECKEL INC., LILLIAN SLOANE INC.	PLAZA HOTEL TERRACE ROOM
Thursday Sept. 17 1:00 P.M. Luncheon	MARLBORO CIGARETTES HIT STYLE STRIDE Muriel Johnstone, exploiter of Fashion Features, presents a group of clothes and accessories nationally advertised and coordinated in 85 stores as "Marlboro Silhouettes, cigarette-slim fashions". New York outlet for these golden color cigarette fashions is Bonwit Teller. Cotillion Room specially opened for the occasion. Public invited. Luncheon, \$2. Press by invitation. Contact: Muriel Johnstone, 9 Rockefeller Plaza, CI. 5-7880.	MARLBORO CIGARETTES	HOTEL PIERRE COTILLION ROOM
Thursday Sept, 17 4:00 P.M.	FURS STYLED BY LEADING POLISH FURRIER Courageous, talented, this Polish furrier staged his first American Collection with furs he had on exhibit in the Polish Pavilion of the New York World's Fair. Since then his success has grown. Now, in a new and larger establishment, he invites the Press for cocktails, to preview fur coats and tailored suits with individual fur pieces. Contact: Countess Mohl. CI. 7-1388.	MAXIMILLIAN FURS	20 WEST 57TH STREET
Thurs.9/17 5:00 P.M.	PRESS PREVIEW OF PEG FISHER AUTUMN HATS CANCELLED.		
Booking from Thursday Sept. 17	"AMERICAN WOMEN OF DESTINY" FASHION SHOW Miss Meyer, lecturer on fashions, has assembled a collection of 24 historical gowns worn by famous American women from Priscilla Alden to Eleanor Roosevelt, including WAVES and WAACS. Spectacular finale: a statue of liberty, her costume a phosphorescent glow lighted with Defense Bonds and Stamps. Purpose of show, to increase sales for U.S. Treasury Dept. Open for store bookings. Contact: Mr. Irwin A. Shane, Publicity Features, 11 West 42nd Street, LO. 5-5351.	HELEN VIRGINIA MEYER	STORES ACROSS THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 18 12:30 P.M. Luncheon	ACCESSORIES LUNCHEON "Selling and Merchandising Accessories - The New War-Working Customer" is the accessories division presentation, as a follow-through of the Ready-to-Wear Luncheon of the 17th. Speakers: <u>Claire Lang</u> , Stylist and Advertising Dir., Franklin Simon, on " <u>Sales Training</u> "; and <u>Clarence G. Sheffield</u> , V.P. and Dir., Julius Garfinkel's, Washington, on " <u>Merchandising</u> ". Both will explain new techniques. Luncheon, \$1.35 (incl. tip). Members may bring guests. For reservations, call: CI. 7-1734.	FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
Monday Sept. 21 1:00 P.M. Luncheon	SELECTIVE FALL FASHION SHOWING One of the series of weekly style luncheons. Open to public. Luncheon, a la carte. Press by invitation. Jay Thorpe Publicity: Christine LeVathes, CI. 7-4300. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	JAY THORPE (24 W. 57TH ST.)	ST. REGIS HOTEL ROOF 5TH AVE. AT 55TH ST.
Monday Sept. 21- Oct. 10	BELMONT FALL RACE MEET Admission: grandstand, \$1.50; clubhouse, \$4. Tickets obtainable from Belmont Park.	WESTCHESTER RACING ASSOCIATION	BELMONT PARK ELMONT, L. I.
Monday Sept. 21 Preview Night 7:30- 10 P.M. Sept. 22-23, 10 A.M. - 10 P.M.	GARDENING MOBILIZERS FOR VICTORY Harvest festivities for the benefit of Army and Navy Relief organizations will climax the Victory Gardening season. Participating in this festival are a number of garden clubs of America, plus other flower and horticultural organizations. Chairman of the committee in charge is Richardson Wright, and managing director is J.W. Johnston. Preview admission for Sept. 21, \$1.10. Admission thereafter, 66¢. Schedules for the show obtainable by contacting: Korbel & Colwell, Inc., PL. 5-0478.	NEW YORK VICTORY GARDEN HARVEST SHOW	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
Tuesday Sept. 22 9:30 A.M. Breakfast	PRESS BREAKFAST PREVIEW Macy's big Fall Fashion Presentation for members of the Fashion Press. Strictly by invitation. Publicity: Kay Inglis Jones, CH. 4-2000.	R. H. MACY & CO., INC.	EXECUTIVE DINING ROOM 13TH FLOOR
Tuesday Sept. 22 11:00 A.M.	FALL FUR FASHION PRESENTATION Formerly a distinguished furrier in Vienna, Alfred Rainer is now known for distinctive high-style furs in this country. Press invited to see the Collection at the aperitif hour. Publicity: Viola Shefer, PL. 3-2116.	ALFRED RAINER	17 EAST 55TH STREET
Tuesday Sept. 22 2:30 P.M.	FALL HATS WITH GLAMOUR A new Collection for Custom-Order clientele, matrons and misses. Hats with a dash of continental flavor to be introduced with sparkling commentary by Mme. Paule Madoc of Catoir. Open to Press and clientele, by invitation. Publicity: Anna T. Moore, ST. 9-6000.	GERMAINE VITTO	509 MADISON AVENUE
Tuesday Sept. 22 4:00 P.M.	PRESS REVUE: HATS AND ACCESSORIES Original Creations by an individual designer, shown at joint Press and Buyers' preview, stressing weskit and hat-ensembles and new technique in furs and felts. By invitation only. Publicity: Anita Andra, PL. 8-1809.	ANITA ANDRA	558 MADISON AVENUE
Wednesday Sept. 23 11:30 A.M.	FALL AND WINTER SHOE SHOW Saks 5th Avenue, past masters in the exciting and novel presentation of new shoe fashions, will preview their Fall and Winter shoes to members of the Fashion Press. Strictly by invitation. Publ.: Eleanor Lambert, PL. 5-8580.	SAKS 5TH AVENUE	5TH AVE. AT 50TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
wednesday Sept. 23 12 Noon	WAR-TIME CLINIC 6th semi-annual luncheon clinic of the Retail Men's Wear Council to discuss the industry's war-time problems, including such vital matters as Supply, Blends, Labor, Inventory Control, Promotion, Credit, Display. There will be Minute-Men speakers, round table discussions, forums, and lunch. New Fall and Winter Fashions in Men's Wear will be exhibited in specially designed sets. Admission, including luncheon, \$10. Press by invitation. For further information: Mr. M. H. Wallach, PE. 6-0065.	RETAIL MEN'S WEAR COUNCIL	WALDORF ASTORIA HOTEL GRAND BALLROOM
wednesday Sept. 23 1:00 P.M. Luncheon	1ST IN FALL LUNCHEON FASHION SHOW SERIES Dein-Bacher of the Waldorf will open the Fall Luncheon Fashion Show series with new fur fashions for Fall and Winter. Weekly luncheons on the Starlight Roof, until October 7, when they will be transferred to the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Thursday Sept. 24 10:00 A.M.- 5:00 P.M.	CLINIC ON WAR-TIME PROBLEMS IN UNDERGARMENTS Clinic sponsored in cooperation with Department of Commerce. Open to entire women's undergarment industry and retail stores for the purpose of clarifying inventory, price control, measurement and limitations and other subjects pertinent to the industry. Speakers from OPA and leaders in the industry. Session including luncheon, \$2.50. Contact: Milton M. Mound, Nat'l women's Undergarment Mfrs. Assoc., 295 Madison Ave., CA. 5-2450.	NAT'L WOMEN'S UNDER- GARMENT MFRS. ASSOC.	McALPIN HOTEL ROOF B'WAY AT 34TH STREET
Thursday Sept. 24 1:00 P.M. Luncheon	1ST FALL SHOWING: YOUNG TIMERS' SHOP FASHIONS Henri Bendel presents Young Timers' fashions including day-time and evening clothes and furs. Open to public. Luncheon, \$2. Press by invitation. Bendel Publicity: Frances Anderson, CI. 7-1100. Plaza Publicity: Alma Zaiss, PL. 3-1740, ext. 410.	HENRI BENDEL (10 WEST 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Tuesday Sept. 29 12:45 P.M.	15-MINUTE RADIO PROGRAM ON SEWING Macy's intensive program to push the sale of piece goods beginning with the press luncheon last week at the Ambassador, continues with a weekly 15-minute radio program to excite interest in fashions, fabrics and sewing geared to the times. Virginia Carter, Director of the Dress Making Center, will commentate this program. So thorough has Macy's work in home dress-making been, that the Board of Education has cooperated with this store and is sponsoring all fashions and fabrics and dress-making methods to be featured in Macy's School Sewing Show on Sept. 15th at the Pennsylvania Hotel, under the auspices of the Board of Education. Open to sewing teachers and members of the Fashion Press. Publ. Kay Ingolia Jones, CH. 4-2000.	R. H. MACY & CO., INC.	WOR (710 ON DIAL)
Tuesday Sept. 29 4:30 P.M.	PREVIEW: MEN'S TOILETRIES Preview of new additions in men's Seaforth Toiletries, including a new "Commando Kit" for men in the services. Also launching new offices appropriately decorated for masculine cosmetics. Press by invitation. Contact: Richard Stern, PE. 6-4459.	ALFRED D. McKELVY CO.	10 ROCKEFELLER PLAZA
wednesday Sept. 30 All Day	WAR-TIME CHRISTMAS RETAILING FORUM Because of unusual 1942 problems, the Bureau of Smaller Stores of NRDC	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.

(Continued On Following Page)

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from Preceding Page)

will hold an all-day forum on the theme "Thoughts on the War-Time Christmas". Sessions will discuss volume outlook, advertising, promotion, extra help, overseas and service gifts. Lew Hahn, Gen. Mgr., NRDGA, will address the luncheon forum. Contact: Edward S. Hoyt, PE. 6-2155.

Wednesday Sept. 30 1:00 P.M.	FASHION SHOW LUNCHEON This is one of regular Wed. Fashion showings for lunchers at the Waldorf. Fall clothes, presented with music and showmanship. Open to public. Luncheon, \$2. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.	KATHLEEN INC. (118 E. 60TH ST.)	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Wed. 9/30 5:30 P.M.	PRESS PREVIEW: WAR TIME HAIR STYLES BY BERNORD AZ GURO POSTPONED TO WEDNESDAY, OCTOBER 21ST.		
Thursday Oct. 1 1:00 P.M. Luncheon	FALL SHOWING: EX- CLUSIVE ORIGINALS Details of fashion presentation in later issue. Open to public. Luncheon, \$2. Press by invitation. Plaza Publ.: Alma Zaiss, PL. 3-1740, ext. 410.	JENKINS GOWNS INC. (660 5TH AVENUE)	PLAZA HOTEL PERSIAN ROOM
Thursday Oct. 1 1:00 P.M. Luncheon	1ST FALL FASHION LUNCHEON Marking the opening of the Fall season at the Pierre, Gunther's luxurious furs will be shown. Specially stressed will be small furs to enhance the 1942 ever-present suit fashions. Open to public. Luncheon, \$2. Press by invitation. Gunther Publicity: Viola Shefer, PL. 3-2116. Pierre Publicity: Kathleen Moran, RE. 4-5900.	GUNTHER (666 5TH AVE.)	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 7 1:00 P.M.	FALL SEASON: SERT ROOM STYLE SHOW SERIES Altman's will stage its first Fall luncheon fashion show, marking the re-opening of the Sert Room. Spotlight on suits and furs and late Fall dresses. Open to public. Luncheon, \$2. Press by invitation. Altman Publ.: Faith Willcox, MU. 9-7000. Waldorf Publ.: Ted Saucier, EL. 5-3000.	B. ALTMAN & CO. (5TH AVE. AT 34TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Oct. 8 1:00 P.M. Luncheon	FALL FASHIONS FOR ALL OCCASIONS Macy's unfurls Fall clothes at a gala Plaza luncheon. Open to public. Luncheon, \$2. Press by invitation. Macy Publ.: Kay Inglis Jones, CH. 4-2000. Plaza Publ.: Alma Zaiss, PL. 3-1740, ext. 410.	R.H. MACY & CO., INC. (HERALD SQUARE)	PLAZA HOTEL PERSIAN ROOM
Thursday Oct. 15 1:00 P.M. Luncheon	FALL LUNCHEON FASHION SHOWING De Pinna will present a Fall Collection for Day-Time and Evening in the Persian Room of the Plaza. Open to public. Luncheon, \$2. Press by invitation. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Plaza Publicity: Alma Zaiss, PL. 3-1740, ext. 410.	DE PINNA (650 5TH AVE.)	PLAZA HOTEL PERSIAN ROOM
Coming Early 1943	"OUR LIFE IN WAR" DEPICTED Maintaining the American way of life during war-time is the theme of an extensive exhibit to be held by R. H. Macy. The acceptance by civilians of many amazing substitutes and improvements, brought about by the shortage of critical materials, has posed a challenge to American inventiveness. That challenge met and mastered is the purpose of the Macy exhibit. More details to follow. Publicity: Kay Inglis Jones, CH. 4-2000.	R.H. MACY & CO., INC.	HERALD SQUARE

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Now.....PREMIERE: "LADY IN A JAM" (Movie) LOEW'S STATE, 1540 BROADWAY
 Showing Universal's scintillating movie comedy starring Irene Dunn, with Ralph Bellamy, Patrick Knowles and Eugene Pallet. Produced and directed by Gregory La Cava. Miss Dunn's costumes by Bernard Newman. Others by Vera West. Publicity: Maurice Bergman, CI. 7-7100.

Monday....PREMIERE: "THE MORNING STAR" MOROSCO THEATRE, 217 W. 45TH ST.
 Sept. 14 Carriage trade opening of this London dramatic success arriving in New York after a week in Philadelphia. Will star Jill Esmond, former wife of Laurence Olivier, who appears with Gladys Cooper. Produced by Guthrie McClintic. Settings by Stewart Chaney. Publicity: Richard Maney, WI. 7-6939.

Monday....BOX OFFICE OPENS FOR SUBSCRIPTION SEAT SALE, METROPOLITAN OPERA HOUSE, W. 39TH
 Sept. 14 1942-43 season begins on Mon. evening, November 23rd and the advance sale of tickets is already beyond last year's. Publ.: Constance Hope, PL. 3-3390.

Tuesday...PREMIERE: "PRIORITIES OF 1943" 46TH ST. THEATRE, WEST 46TH STREET
 Sept. 15 A variety offering with Harry Richman, Carol Bruce, Bert Wheeler and Henny Youngman. Publicity: C. P. Greneker, CI. 6-9500.

wednesday PREMIERE: "SHOW TIME" BROADHURST THEATRE, 235 W. 44TH ST.
 Sept. 16 This is another big-time vaudeville show with George Jessel, Jack Haley, Ella Logan and the De Marcos. Publicity: Richard Maney, WI. 7-6939.

Wednesday PREMIERE: "THE MAJOR AND THE MINOR" (Movie) PARAMOUNT THEATRE, B'WAY AT 44TH
 Sept. 16 Paramount's enormously enjoyable comedy with starring parts by Ginger Rogers and Ray Milland. Ginger takes the part of a 12-year old girl and her real mother, Leila Rogers plays her mother in the picture. Clothes by Edith Head. Publicity: Eileen Brenon, BR. 9-8700.

Wednesday PREMIERE: DEBUT OF PERLITA GRECO, S.A. SINGER, RAINBOW ROOM, ROCK. CENTER
 Sept. 16 Infusing the new show with a Latin-American flavor. Not another Carmen
 9 P.M. Miranda, but more like Lupe Velez in appearance and manner of singing. Publicity: Ed Seay, CI. 5-9000.

Sunday....DOROTHY THOMPSON AS FASHION COMMENTATOR WJZ (660 ON DIAL)
 Sept. 20 Noted female columnist returns to a radio spot each Sunday night at 9:45
 9:45 P.M. P.M. Contact: WJZ Publicity Dept., CI. 7-5700.

Monday....PREMIERE: "TALES OF MANHATTAN" (Movie) RADIO CITY MUSIC HALL, 6TH AT 50TH ST.
 Sept. 21 Phenomenal movie produced by 20th Century Fox with colossal collaboration of authors on story and actors in the cast. Among the writers are: Ben Hecht, Molnar, Donald Ogden Stewart, Alan Campbell, Samuel Hoffenstein. In the cast are such glittering stars as Charles Boyer, Rita Hayworth, Ginger Rogers, Edward G. Robinson, Paul Robeson, Ethel Waters, Thomas Mitchell, Charles Laughton. Clothes by Dolly Tree, Bernard Newman, Gwen Wakeling, and Irene. Publicity: Louise Van Slycke, CI. 6-0950.

Week of...PREMIERE: "COUNT ME IN" BARRYMORE THEATRE, 243 W. 47TH ST.
 Sept. 21 Sparkling musical comedy, words and music written by Ann Ronnell with Louella Gear, produced by Harry Kaufman and Messrs. Shubert. Also Charles Butterworth, Hal LeRoy, June Preisser and Gower & Jeanne. This is a modern military comedy with current women's army and navy characters. Clothes by Irene Sharaff. Publicity: C. P. Greneker, CI. 6-9500.

wednesday GIANT ARMY EMERGENCY AMERICAN BUSINESS AND MADISON SQUARE GARDEN
 Sept. 30 RELIEF SHOW GARMENT INDUSTRY LEADERS 8TH AVE. AT 50TH ST.
 8:30 P.M. Leaders in the garment, retail, industrial and amusement fields are co-operating in plans for a giant Army Emergency Relief Show called "We're All In It," to be held at Madison Square Garden on Wed. evening, Sept. 30th at 8:30 P.M. 18,000 seats, receipted from \$1.10 up, are now on sale at the Army Emergency Relief Show's Headquarters at Suite 583, Waldorf Astoria Hotel (PL. 3-7752). Star attractions include: Myrna Loy, Edward Arnold, Connie Boswell, and others. Production is in charge of Leonidoff of Radio City Music Hall. For further information, Bernard Relin, Exec. Dir., PL. 3-7752.